

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W
-----038671 131731Z /42

R 131650Z JUL 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9794
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY BERN
AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 BONN 11578

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FY 77 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRG:
THIRD QUARTER PROGRESS REPORT APRIL - JUNE, 1977

REF: UNCLASSIFIED BONN 01042

1. ALL GOALS FOR THE THIRD QUARTER HAVE BEEN
SURPASSED IN FACT TRADE OPPORTUNITY (TO) FIGURES
ACHIEVED IN ALL CAMPAIGNS ARE IN EXCESS OF THE
TOTAL GOALS FOR THE FOUR QUARTERS WITH TWO THEMES
ACHIEVING MORE THAN DOUBLE THE TARGET SET FOR THE
YEAR. RESULTS ARE SHOWN BELOW:

TOS THRU TO TARGET TARGET FOR
THROUGH ALL FY 77
3RD QTR 3RD QTR

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CAMPAIGN
CONSUMER GOODS 617 300 400
ELECTRONIC EQUIPMENT 221 150 200
BUSINESS EQUIPMENT 91 45 60
HEALTH CARE 140 75 100

LAB INSTRUMENTATION	84	45	60
PROCESS CONTROL	160	60	80
POLLUTION CONTROL	84	30	40

2. THE COMULATIVE TOTALS FOR TOS AND KEY PROSPECT CALLS (KPCS) DURING THE LAST NINE MONTHS ARE 2409 TOS (1400 CAMPAIGN AND 1009 NON-CAMPAIGN) AND 3463 KPCS (2521 CAMPAIGN AND 942 NON-CAMPAIGN). ALL POSTS IN THE THIRD QUARTER WERE ACTIVE IN OUT OF OFFICE CALLS AND A TOTAL FOR THE QUARTER OF 1230 WERE RECORDED. A COMPARISON OF THE 1977 THIRS QUARTER CUMULATIVE TOTALS WITH THOSE OF THE 1976 THIRD QUARTER SHOWS CONSIDERABLE IMPROVEMENT IN TOS, KPCS, WTDRS, MPRS, AND RIOS REPORTED.

SPECIAL POST CONTRIBUTION DESERVING MENTION INCLUDE:

(A) BERLIN (1) 99 OUTSIDE PERONAL CALLS MADE IN SUPPORT OF FOREIGN BUYERS PROGRAM (FBP). (2) SUPPORT OF AMERICAN EXHIBITORS AT "WATER 77" EXHIBITION AND ASSISTANCE FOR "BLUE RIBBON" SAN FRANCISCO CHAMBER OF COMMERCE GROUP VISIT TO BERLIN.

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W
-----038818 131731Z /42

R 131650Z JUL 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9795
USMISSION USBERLIN
AMCONSUL BREMEN

AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY BERN
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(B) BREMEN (1) CONSIDERABLE EFFORTS SPENT IN SUPPORTING 3 FOREIGN BUYERS PROGRAM SHOWS INCLUDING A MAIL OUT OF OVER 1000 PERSONALIZED LETTERS TO PROSPECTIVE PARTICIPANTS.

(C) DUSSELDORF (1) EXTENSIVE FBP SUPPORT ACTIVITY, (2) SPRECHTAGE IN TWO CITIES, (3) BIO WAS OPERATED BY CONGEN AT "DRUPA 77" THE WORLDS LARGEST PRINTING FAIR. E-C STAFF MEMBERS DURING THE TWO WEEKS THAT THE FAIR LASTED DELIVERED PERSONALLY APPROXIMATELY 500 INVITATIONS TO FIRMS INTRODUCING THEM TO THE FULL ARRAY OF COMMERCIAL SERVICES AVAILABLE THROUGH THE CONSULATES AND USIMC, AND ALSO INVITING THEM TO VISIT THE BIO. THIS ACTION RESULTED IN MANY VISITORS. DURING DRUPA POST ALSO ASSISTED
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PROMOTION OF PRINTING AND GRAPHIC ARTS EXHIBITION TO BE HELD AT THE US TRADE CENTER, SAO PAULO, BRAZIL, OCTOBER 1977. (4) DUSSELDORF STAFF HAVE BEEN PARTICULARLY HARD PRESSED DUE TO THE SHORTAGE OF ONE FSL SINCE JANUARY 1977.

(D) FRANKFURT (1) PROCURED LETTER OF INTENT FROM LARGE GERMAN DEPARTMENT CHAIN STORE ALFRED MASSA GMBH TO HOLD PROMOTION OF US PRODUCTS IN OCTOBER 1977. AS PLANNED THIS PROMOTION WILL BE THE LARGEST OF ITS TYPE TO BE HELD IN THE CONSULAR DISTRICT FOR 12 YEARS.

(E) HAMBURG (1) SUCCESSFULLY RAN BIOS AT THE HANNOVER FAIR IN APRIL AND AT THE "INTERHOSPITAL" EXHIBITION IN JUNE. (2) EXTENSIVE SUPPORT OF FBP SHOWS.

(F) MUNICH (1) POST CONTINUED ITS "STROLLING SPRECHTAGE" AT THREE GERMAN EXHIBITIONS" AND HELD "SPRECHTAGE" AT 3 MAJOR CITIES IN THE CONSULAR

DISTRICT. (2) FBP SUPPORT OF OTHER POSTS PROGRAMS INCLUDED 704 LETTER TO PROSPECTIVE PARTICIPANTS PLUS 4000 LETTERS SENT OUT IN SUPPORT OF ITS OWN FBP SHOW.

(G)STUTTGART (1) POSTS EFFORTS IN PROMOTING ITS FBP SHOW "INTELCOM" IN OCTOBER ARE BEGINNING TO BEAR FRUIT AND THE SIGNS ARE THAT THIS PROMOTION WILL BE A SUCCESS. STUTTGARTS PIONEERING EFFORTS ARE BEING WATCHED BY ALL POSTS IN GERMANY AND WASHINGTON AS THE SUCCESS OF THIS PROMOTION WILL BE INSTRUMENTAL IN USDOC GIVING IMPORTANT FINANCIAL UNCLASSIFIED

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SUPPORT FOR ESCORTS ON THE OTHER "RED CARPET" PROMOTIONS. (2) THREE "SPRECHTAGE" WERE HELD IN THE THIRD QUARTER BRINGING STUTTGARTS TOTAL TO DATE TO 10. (3) POST DURING THE QUARTER WORKED CLOSELY WITH UNUSUALLY LARGE NUMBERS OF REVERSE INVESTMENT TEAMS. CASH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BONN11578
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: BONN
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770764/aaaacdel.tel
Line Count: 195
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3904586c-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1882316
Secure: OPEN
Status: NATIVE
Subject: FY 77 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRG: THIRD QUARTER PROGRESS REPORT APRIL - JUNE, 1977
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/3904586c-c288-dd11-92da-001cc4696bcc
Review Markings:
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Declassified/Released
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